



THE CITY OF SAN DIEGO

## SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

December 16, 2011

Balboa Park Club/Santa Fe Room  
2150 Pan American Road West, San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Catherine Arambula Patrick Edwards Joseph Fox Dr. Ruben Garcia Robert Glick Michelle Gray William Lynch Matthew Spencer	Edward Barbat Antonio Barbosa Gary Peterson

CITY STAFF
Lisa Gordon, Small Business Ambassador & SBAB Liaison Alicia Martinez-Higgs, Community Development Specialist

OTHERS PRESENT
See December 16, 2011 Attendance Sheet

### 1. Call to Order & Introductions

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:45 a.m.
- New Board Members were announced and introduced: Catherine Arambula, Patrick Edwards, Joseph Fox, and Robert Glick.

### 2. Approval of Minutes

- A motion was made by Michelle Gray to approve the October 21, 2011 Minutes. There was a second by Catherine Arambula. Yes 7, No 0, Abstain: 1-Patrick Edwards, Absent 3.

### 3. Public Comment

- Ken Clark, Interim Director of the Bronze Triangle Community Development Corporation, Senior Business Advisor for Small Business Development Center, and Owner of CED Research announced the graduation of 20 young entrepreneurs from San Diego Housing Commission's Business Initiative Strategies Achievement Academy that focuses on family self-sufficiency through entrepreneurship. Mr. Clark mentioned the intent to expand the program through CDBG funding, and they also plan to pursue SBEP funding.
- Ray Hivoral of the San Diego Entrepreneur Center announced the first annual San Diego Entrepreneur Day inviting all communities together to celebrate all different types of entrepreneurs. The event will be held on a Saturday in August/September 2012 in downtown San Diego on J Street from 6<sup>th</sup> to 10<sup>th</sup> Avenues. The event will include an awards ceremony and 225 exhibit booths consisting of a wide variety of start-ups (tech, fashion, sports) to inspire entrepreneurship, collaboration and capital. Mr. Hivoral is in the process of securing sponsorships for this event and has set a fund-raising goal of \$2 million to be awarded to aspiring entrepreneurs. Primary goal and purpose of this event is to create 500 start-ups that will hire five employees to create 2,500 opportunities for employment or contract jobs. More information is available at [www.sdentrepreneurcenter.com](http://www.sdentrepreneurcenter.com).

### 4. Administrative Items

- a. Board Administrative Items and/or Non-Agenda Comments –
  - Selection of New Vice Chair to replace outgoing Board Member Warren Simon
  - **A motion was made by Matthew Spencer to select Michelle Gray as the New Vice Chair of the Small Business Advisory Board. There was a second by Bill Lynch. Yes 8, No 0, Absent 3.**
- b. Requests of Agenda Revisions (continuances, changes in order, etc.) – None
- c. Internal Committee: No Report
- d. External Committee: No Report
- e. Economic Development Division/Office of Small Business:
  - Small Business Ambassador Lisa Gordon announced opportunity for vendors and goods and service providers to participate in the City's 2012 Small Business Development Pilot Program that provides tailored training, workshops, and one-to-one counseling sessions to small businesses interested in contracting with the City of San Diego, and introduces participants to the benefits of the Small Local Business Enterprise certification program. The Office of Small Business will again partner with ACCION San Diego and the San Diego Contracting Opportunities Center for outreach to small local businesses, and if anyone would like to recommend businesses for the program, please contact Lisa Gordon.

- f. Equal Opportunity Contracting/Purchasing – No Report.

#### **5. Presentation on City of San Diego CleanTech Initiative – Jacques Chirazi**

- **City of San Diego CleanTech Initiative** – Jacques Chirazi, CleanTech Program Manager, provided a presentation on the programs and services offered through the City’s CleanTech Initiative that helps promote the expansion, attraction, and retention of businesses that develop products and technologies that provide environmentally sustainable solutions. Mr. Chirazi’s presentation included information on the Mayor’s CleanTech Strategy, San Diego CleanTech Cluster, and the region’s environmental leadership in the areas of renewable energy, solar installations, and energy efficiencies. Mr. Chirazi also highlighted projects, programs, and grants offered by the City of the San Diego in partnership with various agencies including the ECOTality project (Electric Vehicle Charging Stations), San Diego Clean Energy Innovation Grant Program, Smart Grid Projects, Car2Go Program (All-Electric Vehicle Car Sharing Pilot Program), and San Diego Biomimicry Hub.
- Mr. Chirazi responded to questions and comments from Board members regarding biomimicry, Miramar Landfill, electric vehicles, solar installations, and photo voltaic solar panels.

#### **6. Presentation on City of San Diego Development Services Department– Laila Iskandar**

- Laila Iskandar, Small Business Liaison for the Development Services Department (DSD), provided a presentation highlighting the Development Services Department’s review and approval process, and offered tips on how to navigate the Development Services web-site and department more efficiently.
- Ms. Iskandar’s presentation featured a discussion on zoning requirements and types of building and construction permits needed when opening, expanding or relocating a storefront business including: building and construction permits, parking, disabled access, and development impact fees. Other topics presented included resources available to assist businesses in the project review process (Small Business Liaison, Project Manager, DSD website, Development & Permit Information section of DSD), permit and approval process and information available on the DSD website, tenant improvements, project review and over-the-counter processes, discretionary and ministerial review, inspection, certificate of occupancy, and how DSD is organized for different services and processes.
- Ms. Iskandar responded to Board member and audience comments and questions regarding DSD’s current permit and review process, and possible preparation of materials or handouts with a streamlined overview of the permit process to provide to small businesses and business assistance organizations.

## **7. Discussion on Economic Development & Tourism Support Grant Program**

- **Discussion on Economic Development & Tourism Support (EDTS) Grant Program**  
– Luis Ojeda, EDTS Program Manager, provided an overview of the program that aims to attract business, tourism, and economic development to the City. Mr. Ojeda discussed the application review process, funding amount, program schedule, and role of the EDTS volunteer panel which includes members of the Small Business Advisory Board. Up to five SBAB volunteer panelists can participate.
- Board members Robert Glick, Bill Lynch, and Matthew Spencer volunteered to serve on the FY 2013 Economic Development Tourism Support Panel. Luis Ojeda will follow up with other Board members not in attendance to see if they would like to participate.

## **8. BID Council Monthly Report**

- Mr. Patrick Edwards, the Small Business Advisory Board's new representative for the Business Improvement District Council (BID Council), explained the role of the Council and shared that the BID Council currently represents 16 business improvement districts (BIDs) including 12,000 businesses, receives SBEP funding from the City, provides direct assistance to BIDs and businesses, and administers funding for micro-district activities and events.
- As President of the BID Council, Mr. Edwards was pleased to share the success in changing Council Policy to improve and streamline the process for collecting business improvement district assessments, reimbursement protocol, and timeliness of processing. New reimbursement process for BIDs began September 2011.
- The BID Council is currently discussing renewal of non-profit management grants to administer BIDs.
- Mr. Edwards also commented on the complexity of applying for business permits on-line and supports efforts to improve the process and make more permit processes including fee payments available on-line. This would include permits required through the Development Services Department and police regulated businesses.

## **9. Planning & Discussion on 2012 Small Business Topics & Initiatives and Meeting Schedule for 2012 Small Business Advisory Board Meetings - Action**

- Board Liaison Lisa Gordon helped open the Board's discussion on a review of the Board's activities for 2011, and ideas, topics and initiatives of interest for 2012 Small Business Advisory Board Meetings. Ms. Gordon provided "A Year in Review" handout of the Board's 2011 Meetings which included a summary of last year's schedule, topics, and highlights of the Board's activities, accomplishments, and panel participation.
- Ms. Gordon also presented a Draft 2012 Small Business Advisory Board Meeting Schedule with dates and locations for the Board's review and consideration.

- **A motion was made by Matthew Spencer to approve the Draft 2012 Meeting Schedule. There was a second by Joseph Fox. Yes 8, No 0, Absent 3.**
- Ms. Gordon also provided a proposed Draft 2012 Meeting Schedule & Topics listing upcoming administrative tasks and panel participation for the Board, and ideas on possible topics and guest speakers for 2012.
- Ms. Gordon asked for the Board's review of the 2012 Meeting Schedule & Topics, and welcomed additional input, ideas, and recommendations. Board Member Michelle Gray recommended shorter presentations by guest speakers. Bill Lynch discussed ways to improve public attendance at Board meetings since meetings provide valuable information for the small business community, and mentioned possible marketing through the BIDs. Ms. Gordon mentioned that meeting announcements/agendas are sent out through the Small Business Advisory Board Distribution List and asked for everyone's assistance in growing that distribution list. In addition, Ms. Gordon requested assistance through the BID Council and other organizations in distributing the Board's meeting announcements/agendas to their members and associates.

#### **10. Next Meeting Date**

- **Next Meeting Date and Location – February 17, 2012** at the Sheila R. Hardin **Downtown Information Center** in Horton Plaza above the CVS Pharmacy. Three-hour validated (free) parking is available. Horton Plaza is located between Broadway and G Street, and First and Fourth Avenues in downtown San Diego.

#### Directions:

- The Down Information Center is located at 193 Horton Plaza, San Diego, CA 92101 on the East side of Horton Plaza, above CVS and Starbucks. Enter the Horton Plaza Parking Garage at Fourth Avenue & F Street. Park on the **4<sup>th</sup> Floor Avocado Level** for easiest route/walk to the Downtown Information Center.

#### **11. Meeting Adjournment**

- Dr. Garcia congratulated all the new Board members for being selected and appointed to the Board.
- The meeting was adjourned by Dr. Ruben Garcia without objection at 10:15 a.m.